

**ABSTRACT**

A system and method for receiving, processing, and storing electronic data transmitted in the vertical blanking interval of a video signal. The system provides a flexible mechanism for reading electronic data from video signals including those in National  
5 Television Systems Committee (NTSC) and Phase Alternation by Line (PAL) formats. Some implementations provide for receiving electronic programming guide data transmitted at a single byte rate or at multiple byte rates. The data is stored on a computer-readable medium such as a harddrive for further processing and use.

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